Spring 2008
Instructor : Jill Carrico
ART 47 / 43H : 16800
Room : H214 / T : 5:00 - 6:40pm | R : 5:00 - 6:40pm
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Handouts : http://portal.bristol.mass.edu **or** http://www.jillcarrico.com

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■   Course Description

Animation is becoming an essential component of multimedia and web design. This course requires a strong foundation in drawing and design. It builds on this foundation and introduce animation design concepts such as character development, timing, sequencing, nuancing, and style. Students apply computer animation techniques, using industry-standard animation programs such as Macromedia Flash to create two-dimensional animation sequences. Completed projects demonstrate the use of typography and illustration to convey a specific concept.

Prerequisites: ART 39; ART 13 or drawing experience recommended.
Additional 2 Hours Online Per Wk

Distance Learning [2 hours on-line per week]

The distance-learning portion of this course will include readings and commentaries, exploration of design principles, as well as on-line peer critiques of work-in-progress. Students will be asked to post distance learning homework for grading by 11:59 pm, Sunday.

■   Required Course Text

Foundation Flash CS3 for Designers (Foundation) (Paperback) Tom Green, David Stiller, friends of ED (July 2007) / **ISBN-10:** 159059861X

How to Cheat in Flash CS3: The art of design and animation in Adobe Flash CS3 (Paperback) Chris Georgenes, Focal Press; Pap/Cdr edition (August 2007) / **ISBN-10:** 0240520580

Recommended Course Text

The Animator's Workbook: Step-By-Step Techniques of Drawn Animation (paperback), Tony White, Watson-Guptill, 1988 / **ISBN-10:** 0823002292

Required Programs

Flash CS 3, text/word program

Technical Requirements

internet connection / e-mail

Course of Study

- Design process
- Metaphor
- Montage, collage, composition
- Storyboarding
- Sequence, narrative
- Typography on the Web
- Graphics on the Web
- Problem solving
- Semiotics

Media / Technology

- Flash CS3
- Illustrator
- Photoshop
- Printers
- Scanners
- Digital camera
- Resolution
- Color

Social / Ethical Issues

- Connotation of imagery
- Oral presentation skills

Course Introduction

Animation is becoming an essential component of multimedia and web design. In the field of animation, there is a demand for people with the technical and illustration skills, and the design knowledge to create and develop successful animations utilized in various web sites to large-scale movie productions. This hands-on course will introduce students to the process of constructing complex and detailed illustrations, montages, and collages through the digital medium. Through lectures, analysis and exploration of existing animation work, movies, current trends, use of different materials, software and presentation, students will begin to develop a strong foundation for creating design concepts, character development, timing, sequencing and narratives. Students apply computer animation techniques, using industry standard imaging software and animation programs such as Adobe Flash CS3 to create two-dimensional animation sequences. Completed projects will demontrate the students knowledge of the technology and illustration to convey a specific concept.

Procedure / Process

Students will be introduced to the design process and will use this creative process as they work through animation design and technical aspects of Web Animation. After exploring concepts and composition possibilities in an analog realm, students will use Adobe Flash CS3 to create their web animations, which may then be exported into various multimedia files. Students will use various image input devices, such as scanning in their drawings, drawing with a Wacon Intuous tablet and taking photographs with a digital camera before using Adobe Photoshop to manipulate and create graphics and make them web-ready. Students will review the basics of Flash CS3 and learn how to use Flash CS3 for the Web. The use of these technologies will guide students towards the completion and finalization of the goals for final assignment.

Required Course Materials

- ☐ Flash drive and/or CDs to save your work and to keep back-ups of your work
- ☐ TRACING PAPER - a must, it will save time and frustration
- ☐ Ebony pencils and soft lead drawing pencils
- ☐ Kneaded eraser, Pink Pearl eraser
- ☐ various markers such as Pentel, Prismacolor, fine point, ultra fine point
- ☐ various colored pencils such as Faber-Castell and Prismacolor
- ☐ 8.5x11 and 11x17 paper for illustrating storyboard ideas
- ☐ Small Illustration Notebook (no lines)
- ☐ Presentation Board / Black
- ☐ Tape / Preferably Black
- ☐ Hot Press Illustration Board or Multimedia and Specialty Art Boards

Notebook

Process notebook (3-ring binder, with tabbed sections, pockets and plastic sleeve/s for disks). ALL project work must be in here; this includes project proposals, research, brainstorming, thumbnails, roughs, visuals, text, comps and anything else related to the project development, creation or completion. This must be presented throughout the semester for review by instructor as required. You must have a separate section for syllabus, handouts, assignments etc.

■ Printing for Final Presentations

High quality color laser prints suitable for mounting, as needed for final output of projects. [NOTE : you are responsible for printing, even if you must go to an outside vendor such as Kinkos or Staples.] Assignments are due on time whether or not you are able to print in the Design Lab. You need to allow adequate time for printing. Problems will crop up and it is not the instructor's or lab assistants' responsibility but yours. Plan to take your files to an outside vendor if necessary. Also, remember that you are only allowed to print during open lab time. Be respectful of the lab assistants; they have other responsibilities, and your printing job is your responsibility, not theirs. They will not fix your file problems; they will not print at the last minute for you. If you feel you can't get your project printed properly in the lab -- take it somewhere else!.

## ■ Mounting Equipment and Materials

Black-through matte board (enough to mount final work 15 x 20"), matte knife, X-acto knife and replacement blades, adhesive and other materials needed for mounting final work.

■ Purchasing Matte Board

Riverside Art, Rte. 6 Somerset : 800.354.9899 / about $2.50 ea 15x20
Take advantage of riverside art's services, they offer large matte board 30 x 40 and will cut matte board into four pieces for customers [15 x 20 , requiring students to purchase only 3 large sheets [12 total]]. Riverside offers member cards, please mention that you are a student at BCC to receive the student discount. [note : do not purchase your matte board at micheals or ac moore, they do not sell black -through matte board.] If you follow these instructions for matting your final work, you will have prepared pieces for an employment or school transfer portfolio.

■ Mounting for Finals
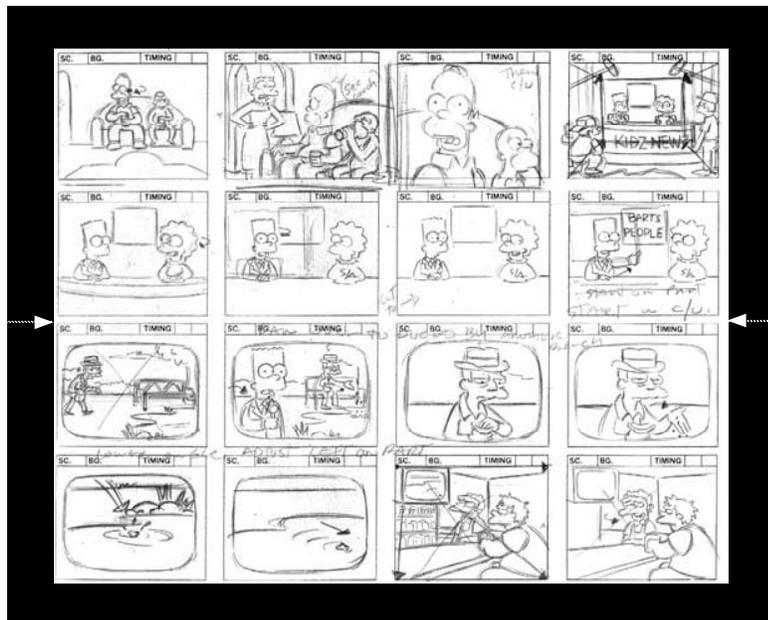
Students are required to mount 1 Final Concept Sketch and 1 Final Storyboard Panel.

The Simpsons - http://www.silvertonfilms.com, 2007

■ Projects / Goals : Theme "Climate Awareness"

Assignment 1 : Animation Flip Book

Assignment 2 : Concept Sketches

Assignment 3 : Storyboards

Assignment 4 : Final Animation

Teamwork

Most often, graphic design projects are performed within a studio, firm, or independently as a design freelancer. Sometimes projects require a large team of designers to complete a project, students should think of their fellow classmates as part of a team of designers. This means that students should rely heavily on the input and knowledge shared during the critique.

Critique

Critiques are held with the entire class and individually. In class we will discuss the design process and possible solutions for each project. Students will be asked to articulate themselves using a vocabulary appropriate for the course, while developing presentation skills. Critiques are meant to be thoughtful, engaging, and objective, and should be presented in a professional manner.

Bibliography

All source material used in this class requires a bibliography. Students should use the MLA format for bibliographies which is submitted as part of the final project. If you need assistance with MLA style guides, please see the Purdue web site at, [http://owl.english. purdue.edu/owl] or utilize the Writing Lab at BCC located in building K, room 119.

Additional Resources / Recommended Reading

Books

Flash Cartoon Animation, Glenn Kirkpatrick, friends of ED, 1st ed. 2002 /
ISBN: 1590592077

Hollywood 2D Digital Animation: The New Flash Production Revolution, Sandro Corsaro, Clifford J Parrott, Course Technology PTR, 1st ed. 2004 /
ISBN: 159200170X

Timing for Animation, Harold Whitaker, John Halas, Focal Press; New Ed edition 2002 / **ISBN:** 0240517148

Magazines

Wired
Communication Art (CA) periodical

Late Work

Unless stated otherwise, all home-work assignments are due at the beginning of class on the due date; assignments turned-in after the beginning of class on the due date will be late and your grade will be reduced as follows:

• Up to 2 days after due date: Grade reduced by one [1] full letter grade [example: was "A" maximum grade = B]
• Up to 4 days after due date: Grade reduced by two [2] full letter grades [example: was "A" maximum grade = C]
• More than 7 days after due date: Assignment automatically receives an F

If you are absent on the day an assignment is due, you are expected to turn in your assign-ment when you return to class. Failure to do so will reduce your grade as described above.

Note

Each assignment will receive one overall numerical grade. Projects will be graded on professional management and growth, research and concept, design and presentation.

This is a process-oriented course; hard work and application throughout the process of each assignment will be weighed more heavily in the assignment grade than the final output. Excessive unexcused absences will lower the final semester grade as described in the Attendance Policy.

Grading

You will receive grades for each of your final projects. Your grades will be based on your process (i.e. your adherence to interim deadlines, your work habits, attitude, quality and quantity of work submitted for interim deadlines) attendance and your product (i.e. the final work presented). These grades will be averaged for your final semester grade.

Grading is based on

(40%) • completion of all weekly work and final assignments on time
(40%) • quality of weekly work and final projects in terms of effort (minimum required or above), thought, creativity, use of visual language, achieving communication goals and technical goals.
(10%) • class participation, critiques, analysis of work given
(10%) • professional attitude and work habits grading criteria

Grading Criteria

A   excellent | Far exceeding assignment objectives, turns in all assignments, homework etc., on time, turns in outstanding work, goes beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes significant connections between readings, homework, lectures and projects. Consistently redoes work as needed to achieve highest standards.

B   very good – good | Exceeds assignment objectives, turns in all assignments, homework etc., on time, always turns in very good to good work, goes somewhat beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes some connections between readings, homework, lectures and projects.

C   average | Completes most assignments, homework etc., on time, turns in average work, meets requirements given, usually has a positive attitude toward the class and classmates, sometimes verbally participates in discussion and critique, does not make connections between readings, homework, lectures and projects.

D   below average | Completes some assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes has a positive attitude toward the class and classmates, sometimes/rarely verbally participates in discussion and critique, makes no attempt to make connections between readings, homework, lectures and projects.

F   failing | Completes few assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes/rarely has a positive attitude toward the class and classmates, rarely/never verbally participates in discussion and critique, makes no at-tempt to make connections between readings, homework, lectures and projects, does not meet basic requirements of the class.

Responsibility due dates, homework submission & work habits

As a student, it's your responsibility to remember due dates, homework, and materials for critique and in-class work. Work that is not submitted or presented at the beginning of class, or critiques, will be considered late and drop one letter grade [see late work]. It is critical that students understand the importance of homework in Web Animation; it not only assists students with the design process, but guides in the successful completion of a digital portflio piece.

Disabilities Accommodations

Bristol Community College complies with the regulations of the Disabilities Act of 1990 and offers accommodations to qualified students with disabilities. It is your responsibility to notify me of your need for classroom accommodations. Accommodations are arranged through the Office of Disability Services/ODS, which will issue a confidential Disability Services Accommodation Form. This should be accomplished during the first two weeks of class. If you have any questions about this process please speak with me or contact ODS at x2955.

Plagiarism

Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork, design, or written material. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. To deter students from plagiarism, documentation or bibliographies are required for all artistic material, images, and writing. Do not take the ideas someone else has worked hard to create or their composition, lighting, angle, technique, etc. If you are unsure of whether something is plagiarism, please check with the instructor in advance. Failure to abide by this rule will result in failing the course and could result in expulsion from the College.

Attendance Policy

See Attached

Design Lab Policies

Please follow BCC's Policy for the Responsible Use of Information Technology [http://www.bristol.mass.edu/Students/its/responsible_use.cfm]

Classroom Policies

If you are unable to follow these few requests, I will ask that you leave the class, • no animals or dependants • no cell phones, please mute and take calls outside of the classroom during breaks • no text messaging during class or you will be asked to leave • BCC offers a wireless network, laptops are permitted, but not during lectures or critiques [make sure all your material is printed and ready for class.]

JANUARY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19 MONDAY	20	21	22	23
24	25	26	27	28	29	

MARCH 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 MONDAY	25	26
27	28	29	30			

MAY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12 FINAL EXAM	13	14	15	16	17

week 1 introduction
online   analyze animation work

week 2 flipbook
online   begin concept brainstorming

week 3 concept design / sketches
online   analyze animation work

week 4 crit concept designs/ sketches
online   analyze animation work

week 5 mon on tuesday / no class / crit revised concepts
online   analyze animation work

week 6 begin storyborads
online   research

week 7 begin revised storyboards
online   research

week 8 finalize storyboards
online   research

week 9 break / begin work on animation
online   research

week 10 work on animation / crit
online   research

week 11 work on animation
online   research

week 12 work on animation / crit
online   research

week 13 work on animation
online   research

week 14 mon on thursday / work on animation / crit
online   research

week 15 finish up animations / mount storyboards &
          concept sketches
online   final thoughts questionnaire

week 16   final web animations due